

Home Safety Programs

Safe Kids New Mexico

Safety education and resources for urban and rural communities in tribal and non-tribal settings

Community Strategies

- Communicating regularly with local agencies and nonprofits; designing safety trainings, workshops and events for unique populations
- Developing clear and relevant messages for specific populations with their own teachers
- Promoting the cost – benefit of safety education and equipment to local tribal and non-tribal governments to enlist their support

Target Populations
Challenges of Culture

- More than half the residents of New Mexico are Native American tribal members, Spanish descendants, or Mexican and Central American immigrants
- The various Hispanic populations do not use the same vocabulary; 16th and 17th century descendents from Spain also employ many ancient words and language structures

**Target Populations
Challenges of Culture**

- The 22 Native American tribes speak 6 languages and about 15 dialects; the Navajos and Apaches also have entirely different cultures and lifestyles than the Pueblo communities
- Many Hispanic and Native American residents speak their native language in the home, which sometimes limits their capability in English

**Target Populations
Challenges of Income**

- New Mexico averages about 20 births per day among families below 100% of federal poverty guidelines; \$22,000 per year for a family of four
- New Mexico averages about 20 births per day among families with incomes below 200% of federal poverty guidelines, or \$44,000 per year for a family of four

**Target Populations
Challenges of Need**

- Safe Kids New Mexico always focuses on safety education and equipment distribution for:
 - Low income families
 - New and teen parents
 - Single parents
 - Grandparents
 - Disabled children and their parents
 - Foster and adopted children and their parents

Home Safety Training Development

- A Healthy Child Care America grant provided funding to develop the first comprehensive home safety program for home daycare providers in New Mexico during 2001
- The New Mexico Department of Health surveyed needs, prioritized subject matter, and designed the curriculum in collaboration the Children, Youth and Families Department

Home Safety Training Development

- The original curriculum was published in 2002, and began utilization by Safe Kids in 2003; training revisions were completed in 2012
- Approximately 50 trainers were certified to teach the curriculum during the first year and “training of trainers” have been ongoing for past decade
- The curriculum was first implemented in 16 annual home daycare conferences statewide

Reaching Vulnerable Populations

- Implementation of home safety curriculum statewide has occurred incrementally over the past decade:

- Some 4,000 home daycare providers have attended the home safety workshops since 2002

- Some 200 Early Head Start and Head Start providers have attended the home safety workshops since 2008

Reaching Vulnerable Populations

- - The Indian Health Service, representing 9 IHS Western Regions and 27 tribes, received their first plenary home safety presentation in 2009
- Early Head Start Directors for 15 tribes attended an introductory workshop in 2010
- Head Start Directors and staff from 5 states attended an introductory workshop in 2010

Reaching Vulnerable Populations

- Safe Kids representatives are currently presenting at 8 – 10 Regional Early Education Conferences (RECEC's) per year for home daycare providers on Saturdays
- Home safety workshops for home visitors counseling new and vulnerable parents are scheduled in conjunction with the RECEC's on Fridays, or as requested

Reaching Vulnerable Populations

- Federal and national home visitation programs receiving home safety training include:
 - Early Head Start
 - Family, Infant, Toddler
 - Families First
 - Parents As Teachers
 - Nurse Family Partnership
 - Native American Professional Parent Resources

Reaching Vulnerable Populations

- State home visitation programs receiving home safety trainings are primarily based on the “First Born” model, which originated in 1997
- The First Born program is currently being evaluated by the Rand Corporation for possible “best practices” and was recognized for its innovation by the Center for Substance Abuse Prevention in 2002

Reaching Vulnerable Populations

- Beginning in 2014, Safe Kids car seat clinics, bicycle safety rodeos, and home safety equipment distributions will be offered in conjunction with home safety trainings for daycare providers and home visiting specialists
- This will mark the beginning of the complete integration of the home safety education with the ongoing Safe Kids events statewide.

Childhood Injury Prevention in New Mexico

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